

IN THE CLAIMS

1 (Currently Amended). A method comprising:

receiving content and an advertisement;

storing said content, including an interruptible content portion, and an advertisement in a cache coupled to said receiver;

analyzing the content to identify a location to insert the advertisement within the content and, based on said analysis, finding a place to insert said the advertisement in said portion while said portion is still stored in said cache;

inserting said advertisement in said portion; and

outputting for display said portion with said inserted advertisement.

2 (Previously Presented). The method of claim 1 including receiving said content over a broadband distribution system.

3 (Original). The method of claim 2 including receiving television programming.

4 (Currently Amended). The method of claim 1 wherein inserting the advertisement in said portion includes periodically replacing [[the]] at least part of said content with the advertisement.

Claim 5 (Canceled).

6 (Original). The method of claim 1 including receiving digital content and demodulating said content.

7 (Original). The method of claim 6 including parsing content and control information.

8 (Original). The method claim 7 wherein parsing content from control information includes parsing from said content, instructions for determining when said content may be interrupted.

9 (Original). The method of claim 7 including receiving instructions from a back channel for controlling the interruption of said content.

10 (Original). The method of claim 1 including receiving encrypted content and controlling the decryption of said content to prevent theft of said content.

11 (Currently Amended). A medium for storing instructions that, if executed, enable a processor-based system to:

receive content and an advertisement;

store said content, including an interruptible content portion, and advertisement in a cache coupled to said receiver;

analyze the content to identify a location to insert said advertisement within the content and, based on said analysis, find a place to insert the advertisement while said portion is still stored in said cache;

insert said advertisement in said portion; and

output for display said portion with said inserted advertisement.

12 (Previously Presented). The medium of claim 11 further storing instructions that enable a processor-based to receive said content over a broadband distribution system.

13 (Previously Presented). The medium of claim 12 further storing instructions that enable a processor-based system to receive television programming.

14 (Previously Presented). The medium of claim 11 further storing instructions that enable a processor-based system to periodically replace the content with the advertisement.

15 (Previously Presented). The medium of claim 11 further storing instructions that enable a processor-based system to receive digital content and to demodulate said content.

16 (Previously Presented). The medium of claim 15 further storing instructions that enable a processor-based system to parse content from control information.

17 (Previously Presented). The medium of claim 16 further storing instructions that enable a processor-based system to parse from said content, instructions for determining when said first content may be interrupted.

18 (Previously Presented). The medium of claim 16 further storing instructions that enable a processor-based system to receive instructions from a back channel for controlling the interruption of said content.

19 (Previously Presented). The medium of claim 11 further storing instructions that enable a processor-based system to receive encrypted content and control the decryption of said content to prevent theft of said content.

Claims 20-30 (Canceled).

31 (Currently Amended). A system comprising:
a receiver to receive content, including an interruptible content portion and an advertisement;
a cache, coupled to said receiver, to store said content and advertisement; and
an interface, in said receiver, to analyze the content to identify a location to insert said advertisement within the content and, based on said analysis, find a place to insert the advertisement in said portion while said portion is still stored in said cache, insert said advertisement in said portion and output for display, said portion with an inserted advertisement.

32 (Previously Presented). The system of claim 31 wherein said system is a television receiver.

33 (Previously Presented). The system of claim 31 coupled to a back channel for receiving instructions about when to replace the content with the advertisement.

34 (Previously Presented). The system of claim 31 including a device that parses content from instructions for replacing said content with said advertisement.

35 (Previously Presented). The system of claim 34 wherein said device also parses instructions for how to store said content and said advertisement.

36 (Currently Amended). The system of claim 31 wherein a ~~said~~ shell periodically replaces the content with the advertisement.

37 (Previously Presented). The system of claim 31 wherein said receiver includes a tuner that tunes to a digital channel and demodulates said content and advertisement.

38 (Previously Presented). The system of claim 31 wherein said receiver parses said content and said advertisement from control information.

39 (Previously Presented). The system of claim 38 wherein said receiver parses from said content and said advertisement, instructions for determining when said content may be interrupted.

40 (Previously Presented). The system of claim 31 wherein said shell controls the decryption of said content to prevent theft of said content.

41 (Previously Presented). The system of claim 35 including content guide software to receive interruption instructions for interrupting said content and replacing it with said advertisement.

42 (Previously Presented). The system of claim 31 wherein said shell is coupled to said cache to allow the use of the content received by said receiver, automatically interrupt the use of the content, and temporarily replace the content with the advertisement.

43 (Previously Presented). The system of claim 31 wherein said cache is an encrypted cache.

44 (Currently Amended). The method of claim 1 wherein finding includes detecting that a ~~said~~ user paused using said content, and retrieving said advertisement from said cache when it is detected that a ~~said~~ user paused using said content.

45 (Previously Presented). The method of claim 44 wherein detecting includes detecting that the user temporarily stopped using the content.

46 (Previously Presented). The method of claim 1 including displaying content information with said advertisement.

47 (Previously Presented). The method of claim 1 including inserting said advertisement in response to a pause in the display of said content.